



Turbo-smooth **HOLDEN**

AUSTRALIA'S OWN CAR

*Now there's so much more to enjoy in Holden.
New good looks, new Turbo-smooth performance,
new deep-cushioned comfort. And no model
delivers it all more beautifully than new
Premier, the most luxurious Holden ever made.*

If out-and-out luxury is your wish, bank on new Premier to grant it in lavish fashion. Its fresh beauty brings new pride to the pleasure of going first class.

Unmistakably new is the bold, clean look of the gleaming new grille, wrap-around bumpers, robust new front fenders. New streamlined flow from roofline to newly styled rear deck with smart new tail-light design accents the sleek, low-slung lines. The glamour continues with such touches as sparkling

body trim, wheel opening mouldings, rear bright ribbed panel, whitewall tyres with deluxe wheel trims, new badges, and vinyl-covered roof if you want to make it even more eye-catching. Plus a new range of striking colours in brilliant metallic Magic-Mirror acrylic lacquer!

Freshness & luxury abound inside, too (full story pages 4-5). A sumptuous spot to revel in the new power of Premier's 126-hp '186' engine or the twin-carburettor 'X2' with 145-hp — power

spun to Turbo-smoothness by engine refinements found in no other car near Holden's price. A massive seven-bearing crankshaft, for one, to give silky-smooth running and longer engine life. Superbly quiet hydraulic valve lifters, for another.

Link your engine choice with velvety Powerglide automatic transmission or manual gearshift, disc brakes, and you've performance dynamic enough to make even some sportscars green with envy. As for the ride, it's smoother than ever

thanks to new medium low profile tyres, refined suspension, lower height, wider track and thick layers of vibration-squelching body insulation.

HOLDEN PREMIER

New Holden Premier with optional vinyl-covered roof — available in black or white.





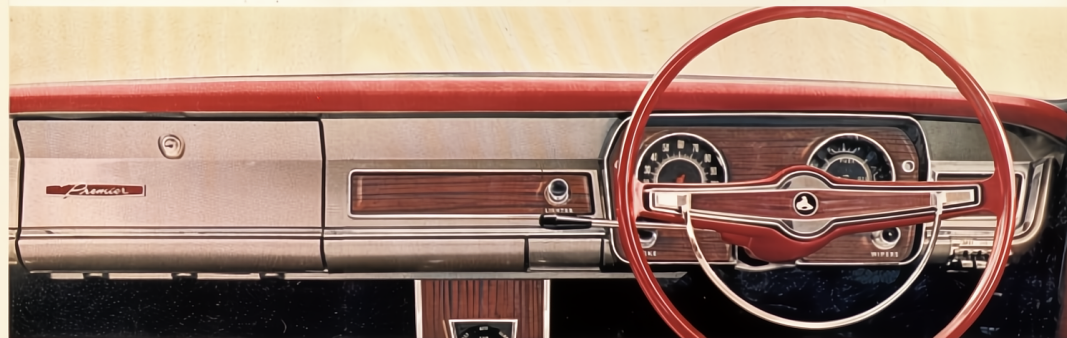
PREMIER INTERIORS

Luxury lovers, this is for you

You won't sit long in Premier before you realise it's the most luxurious, spacious car of its kind. New deeper padding makes those plush body-contoured seats with spongy bolster edges feel even plusher. They get a lavish new look of luxury, too, with lustrous Morrokide upholstery of a completely new and exciting pleated design.

Rich new wood-grain finish to the instrument panel and horn rocker is a further touch of finery.

Other attractions include door-to-door wool carpeting, handsome centre console decked out with personal glove-box for the driver and high-output heater/demister, dual horns, hand-brake warning light.

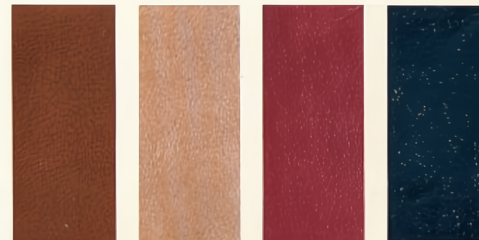


New wood-grain finish enriches Premier's instrument panel and horn rocker.



Rear seat with convenient centre arm-rest has new, deeper padding for even greater comfort than before.

When it comes to upholstery colours and materials, your own interior decorator couldn't have done better. Choose any one of the rich colours below and you'll find your whole Premier interior perfectly matched to it — right down to the steering wheel.



SAMOAN TAN

BONE

ASTORIA RED

BLACK

SPECIAL SEDAN

Sporty new spirit in a sleek new shape

Prepare yourself for performance of a totally new and thrilling variety. For this sleek new Special Sedan takes to the road equipped for action like no Holden before it.

Three mighty engines, with increased horsepower, provide the spirit. Engines refined and refined again to deliver their power with Turbo-smoothness. Choose from the 114-hp '161' (thrifty as ever), the husky 126-hp '186' or the twin-carburettor 'X2' packing 145-hp to really blow the cobwebs away.

Ready to match the power you need are Holden's manual gear shift or liquid-smooth Powerglide automatic transmission. And to make those eager horses even easier to handle there's a new positive traction rear axle option, a great performance-improver in rough going. Power disc brakes and power steering are also available. Safety wheel rims are standard as is a long list of such easy-care features as self-adjusting brakes, battery-saving alternator, anti-corrosion

front fender inner panels, and hydraulic valve lifters to eliminate tappet adjustment.

And how does new Holden handle and ride? Just beautifully! New medium low profile tyres, refined suspension, lower height, wider track make those roads feel as smooth as the maps they're printed on. Holden sounds smoother, too, with a new extra-quiet exhaust system.

But even before you drive it, new Holden gives you plenty to get excited about. The new sleek, low look of the rear, for example, due to wider rear window, newly styled roofline and boot lid. The gleaming new grille with new circular parking/turning lamps located inboard from headlamps. Crisp new design of the tail-lights. And the host of other styling highlights; slim, full-length body mouldings accenting the elegant curved sides, new door mouldings, new colourful badges. All bring brilliant new appeal to the unmatched value of Australia's Own Car!



The bold new front includes new grille with square-off headlamp surrounds, and circular parking-turn signal lamps.



Wider rear window, newly styled boot lid and tail-lights emphasise the sleek new rear styling.





New Holden preserves the graceful look of curved doors and windows which contribute greatly to interior spaciousness.



Big windshield incorporates "Modified Zone" in front of driver, to prevent complete loss of vision in the event of breakage.

SPECIAL INTERIORS

Just like driving in your favourite armchair

You know it the instant you sit behind the wheel—Holden's comfort is dramatically, blissfully new. The sofa-wide seats welcome you with new, form-hugging softness, attract your eye with their new look of fine-car quality. You get the feeling you could drive relaxed all day in such restful surroundings — and you can!

Here's what's happened. To deeply-sprung seating frames, Holden has added thick new layers of spongy foam padding of new design. Inches of it under you, and behind you. Then to give a fresh look of beauty to it all, Holden has introduced an entirely new and exclusive upholstery material — Sadlon. As elegant as it is durable, Sadlon comes to you in new colours and designs to give Holden interiors a new air of distinction.

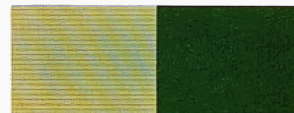
Also there for good looks and comfort are new bright silver finish to the padded

instrument panel, tailored floor mats, padded front arm-rests with remote control door handles, free-flowing air ventilation system, assist straps, cigar lighter.

Special safety features include exclusive horn rocking bar recessed in steering wheel spokes, seat belt anchor points up front, big windshield with modified zone in front of driver (should windshield be broken, you can still see to safely bring your car to a halt). New wider rear window contributes to excellent all-round vision.

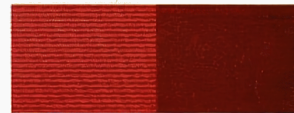
And with it all, more easy-going spaciousness than you'll find in any other car near Holden's price! There's hip-room, leg-room, shoulder-room a'plenty for six big people. Tons of room for their luggage, too, in the 26.4 cu. ft. boot (now with lower sill to make loading even easier). Deep floor well provides ample space for bulky items.

Here's your chance to bring new colour and distinction into your driving life. Holden's striking new Sadlon upholstery gives you five high-fashion colour choices — five ways to get the colour-keyed interior that's just right for your taste. Interior colours harmonise perfectly with exterior colours.



BALLET GREEN

OPERA GREEN



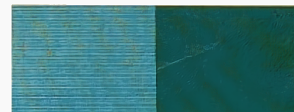
MEPPISTO RED

DANTE RED



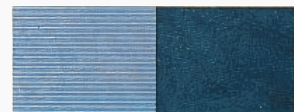
VALSAND FAWN

COPRA FAWN



ALASKAN AQUA

DAWSON AQUA



CALAIS BLUE

DOVER BLUE

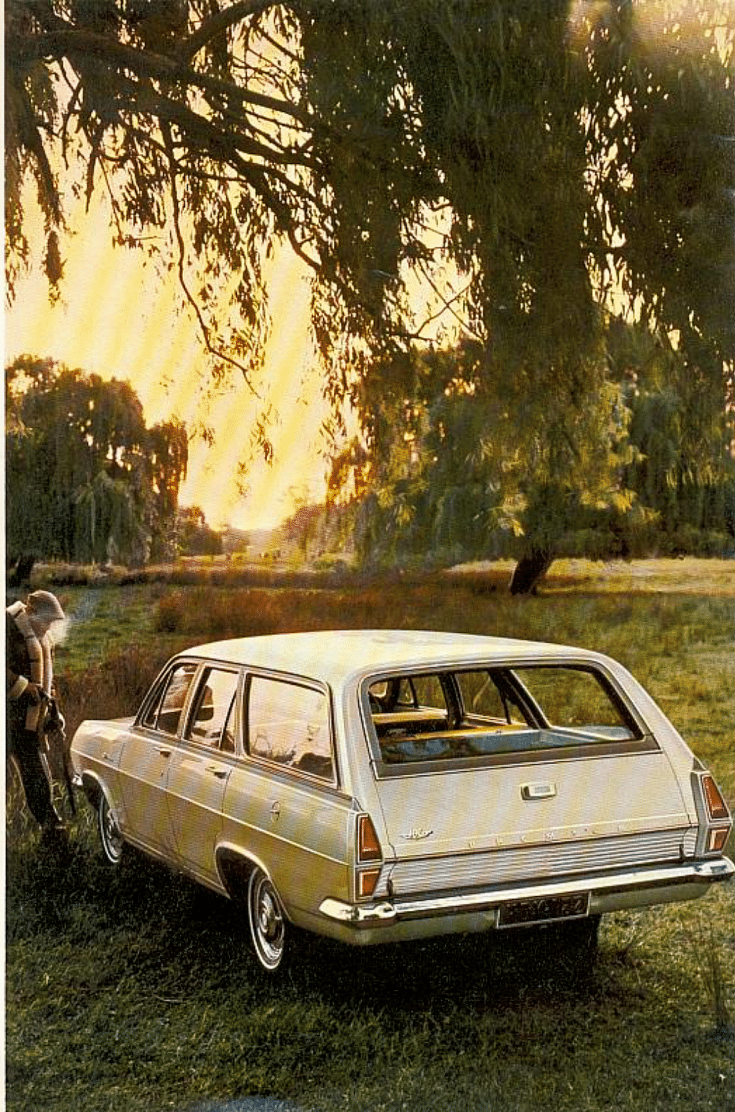
PREMIER STATION SEDAN

*Wagon practicality
gets a plush new look*

Premier Station Sedan long ago laid low the idea that wagon owners have to rough it. But here's the point made all over again with even more luxury and beauty. Bold new wrap-around bumper, new robust fenders, new grille design command admiration up front. While out back everything's sleek and slim with newly styled tailgate and refined coving round the wide rear window. New tower-type tail-lights, full-width bright ribbed panel and bright body mouldings highlight the streamlined rear appearance. Gleaming with metallic Magic-Mirror finish in new single and two-tone colours, this beauty's as right for a big night out as it is for a week-end jaunt.

Inside, there's all the luxury and load-space you could wish for. Sumptuous front bucket seats and rear seats are softer than ever with deeper padding and new design Morrokide upholstery. All the luxury items of Premier Sedan are there, including new woodgrain finish to the instrument panel and horn rocker, deep wool carpet, heater/demister, centre console. And if you want to make life even easier you can fit your Premier Wagon with a power-operated tailgate.

Performance? Turbo-smooth...and as lively as you like. Consider for example the full-blooded 145-hp 'X2' teamed with Powerglide automatic transmission. Or the big 126-hp '186' linked with manual shift. For other possibilities check your Holden Dealer's unmatched list of options.



SPECIAL STATION SEDAN

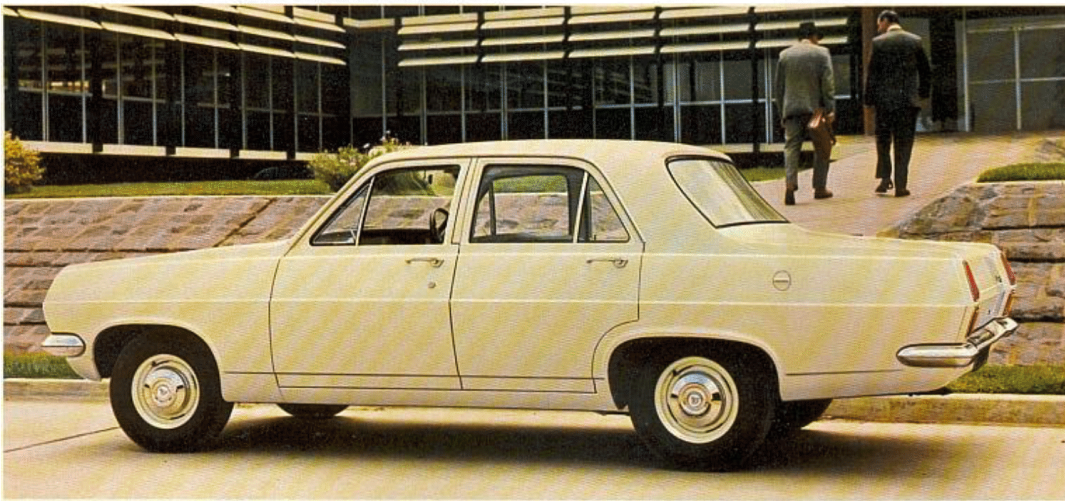
Elegant new way to pack up the family and go

From bold front to slimmer rear end Special Station Sedan reflects Holden's beautiful new look of action. Its new elegance follows you inside where seats have the new deep-cushioned comfort of thick new-design foam padding and supple new Sadlon upholstery.

Room? Loads more than in any wagon near the price! Take passenger space — ample room for six big people. Or load space—enough for a mountain of holiday luggage. Or sleeping space — a full 7 ft. 2½ inches. And to move it all—Holden's rocketing new Turbo-smooth power.



Counter-balance makes light work of operating wide tailgate.



Beautiful new looks priced for a budget — new Holden Standard Sedan.

STANDARD SEDAN & STATION SEDAN

Who says economy's a dull word? Not you, after you've sampled the new Turbo-smooth power and silky ride of the thrifty new Standard Sedan. Or seen the new good looks and spacious load area of the low-priced Standard Station Sedan.

Both offer superb comfort with softly-padded seats now attired in elegant new Sadlon upholstery that's durable and easy to clean. And both are roomier than any other cars near their price. Running costs are low as ever with a list of easy-care features long as your arm. Big self-adjusting brakes. Battery-saving alternator. Anti-corrosion front fender inner panels. Extended life exhaust muffler. And all three engines available feature hydraulic valve lifters that eliminate tappet adjustment, and a full-flow oil filter for 6,000 mile oil changes. These Turbo-smooth Holdens have everything going for you — economically!



Wind-down window with fold-up type handle makes dropping parcels into Holden's spacious rear compartment a simple job.

NEW TURBO-SMOOTH POWER *Three mighty engines ... up to 145-hp!*

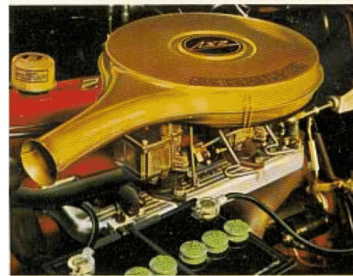
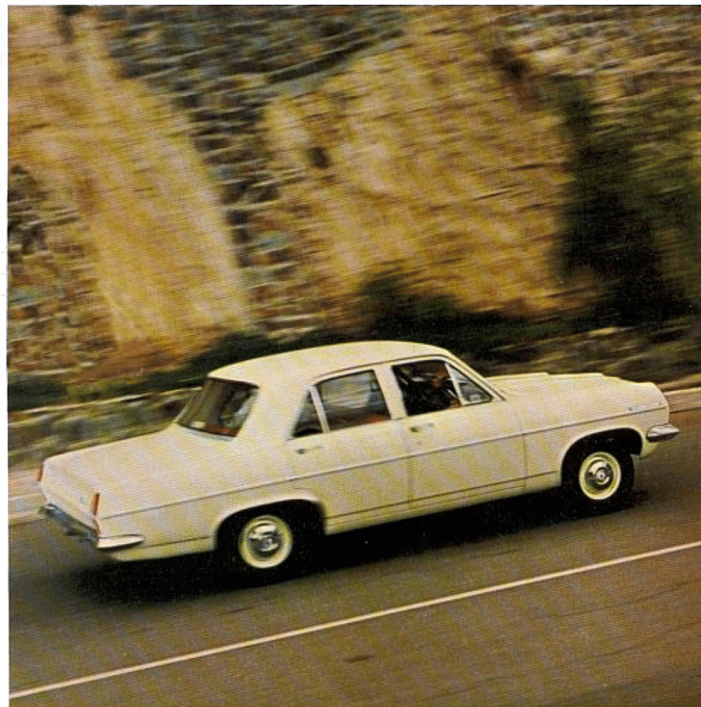
Action, you ask? Now Holden turns it on in greater measure than ever before. With three engines to choose from, each one to go with increased horsepower, high compression ratio. And each boasting a list of advanced engineering refinements that no other car anywhere near the price can match.

- A rugged seven-bearing crankshaft that spells the difference between average smoothness and that superb Turbo-smoothness that distinguishes Holden performance.
- Hydraulic valve lifters for quiet running and elimination of tappet adjustment.
- Full flow oil filter for 6,000-mile oil changes.
- Battery-saving alternator.
- New free-flowing exhaust system for a new standard of quietness. This includes a large diameter tailpipe, shortened and deflected downwards, a newly designed muffler and resonator.

145-HP 'X2'. Most powerful engine ever produced for Holden. Superbly engineered to provide sling-shot acceleration, exhilarating highway cruising. And like all Holden engines it has the quietness of a new design exhaust system. 'X2' option includes special instrument cluster with ammeter, oil pressure and water temperature gauges.

126-HP '186'. Horsepower's way up on this husky power unit! Standard on Premier and optional on all other models, the '186' offers an extra margin of high performance for quick get-aways and high-speed cruising.

114-HP '161'. More eager horses to get you moving — same remarkable economy to keep you saving. Like its stablemates, the '161' is designed for Australian conditions — and proven right for Australian needs in millions of miles of Proving Ground driving.



FIERY PERFORMANCE of 'X2' comes from twin-carburetors, high-performance camshaft, special inlet/exhaust manifolds, plus new exhaust system. Also features aluminium alloy main bearings.



POWERGLIDE, smoothest automatic transmission in the world, provides the ultimate in relaxed driving. A special boon in the hustle and bustle of city traffic.



POWER DISC BRAKES added to your new Holden take much of the effort out of stopping. Fade-resistant in all conditions, they give smooth, sure stops every time with the lightest of pedal pressures and a full sense of control. Standard on all Holden models are big self-adjusting brakes. An inbuilt device in each wheel automatically takes up wear every time the brakes are applied while the car is reversed.



NEW POSITIVE TRACTION rear axle beefs up your traction (and your confidence) on corners and in rough going. If one wheel can get a grip, positive traction lets you go!



NEW MEDIUM LOW PROFILE TYRES, standard on all models, contribute to Holden's greatly improved ride and road-holding.

Put your personal stamp on New Holden with this unmatched selection of options
Powerglide automatic transmission / '186' (126-hp) engine / 'X2' (145-hp) engine (with special instrument cluster) / New positive traction rear axle / Power steering / Power disc brakes / Power operated rear window (station sedans only) / Vinyl-covered roof (black or white, Premier sedans only) / Whitewall tyres / Two-tone body colours / Anti-sun windshields,



POWER STEERING, designed specifically for new Holden, helps take the kinks out of curves, makes tight turns and parking much easier. Cuts steering effort by up to 70% but still gives you a firm "feel of the road".

NEW HOLDEN FACTS & FIGURES

MECHANICAL

161 ENGINE: Six cylinders. Bore, 3.375 ins. Stroke, 3.00 ins. Capacity, 161 cu. ins. Max. brake horsepower, 114 at 4,400 RPM. Max. torque, 157 lbs./ft. at 2,000. Compression ratio 9.2:1. Also available with compression ratio 8.2:1. 108 horse-power at 4,400 RPM. Max. torque, 146 lbs./ft. at 2,000 RPM. SAE or RAC rating 27.34 h.p.

186 ENGINE: Six cylinders. Bore, 3.625 ins. Stroke, 3.00 ins. Capacity, 186 cu. ins. Max. brake horsepower, 145 at 4,600 RPM. Max. torque, 181 lbs./ft. at 1,600. Compression ratio 8.8:1. SAE or RAC rating 31.54 h.p.

X2 ENGINE: Six cylinders. Bore, 3.625 ins. Stroke, 3.00 ins. Capacity, 186 cu. ins. Max. brake horsepower, 145 at 4,600 RPM. Max. torque, 184 lbs./ft. at 1,600. Compression ratio 9.2:1. SAE or RAC rating 31.54 h.p.

ENGINE FEATURES: OHV In-line engine. Oversquare design. Modified wedge design combustion chambers. Seven-bearing crankshaft. Hydraulic valve lifters. X2 has aluminium alloy main and connecting rod bearings. Twin exhaust manifolds.

FUEL SYSTEM: Bendix-Stromberg single barrel down-draft type carburettor. AC fluid-treated replaceable paper element air cleaner and silencer. Fuel tank capacity, 11.5 imp. gallons. X2 engine air cleaner is a single unit with twin adaptors and oil-wetted polyurethane element. X2 also has twin carburettors and a high lift camshaft.

LUBRICATION: Full pressure lubrication system. AC full flow disposable type oil filter with oil non-return check valve.

COOLING: Pressurised cooling system with full-length water jackets around each cylinder. X2 engine also has water-cooled inlet manifold. Thermostat control. Centrifugal water pump.

ELECTRICAL SYSTEM: 12-volt battery with 42 amp-hour capacity at 20-hour rating, 35 amps. alternator (generator). Integral centrifugal and vacuum automatic advance control.

MANUAL TRANSMISSION: Standard 3-speed. Three forward speeds and reverse. Synchromesh on second and top. Gears carburised and shot-peened.

AUTOMATIC TRANSMISSION: Powerglide. Hydraulic torque converter with planetary gear system.

BRAKES: Four wheel hydraulic, duo servo, reverse self-adjusting. Total effective lining area of 123.89 sq. ins. Optional front wheel power disc brakes.

SUSPENSION: Front: Independent, with front wheel coil springing with short and long arms. Stabiliser bar. Rear: Semi-elliptic rear springs. Four leaves on Sedans, five leaves on Station Sedans. Direct-acting shock absorbers front and rear.

STEERING: Recirculating ball. Gear ratio, 16.8:1. 360° ft. turning circle.

WHEELS AND TYRES: Remountable disc wheels, 13 x 4.50J. Tubeless 6.50 x 13 x 4-ply medium low profile tyres. Six-ply tyres optional at extra cost on all models.

Safety time.

LIGHTING: Sealed beam headlamps. Foot operating dimmer switch. Dual stop and

tail lights. Rear licence plate lamp, self-cancelling flashing turn indicator lights — front and rear. Parking lights combined with front turn indicator lights.

Passenger compartment lamp. Indirect instrument panel lighting. Illuminated selector quadrant (automatic models). Back up lamp standard on Premier and automatic models.

BODY

BODY STRUCTURE: All steel aerobically constructed. Wheelbase, 106.0 ins. Track — front, 54.3 ins. rear, 54.9 ins. Overall length — sedans, 181.1 ins.; station sedans, 180.2 ins. Overall height at kerb weight — sedan, 58.3 ins.; station sedan, 58.5 ins. Overall width, 70.0 ins. Ground clearance, 7.0 ins.

INSTRUMENT PANEL: Safely-padded. Speedometer. Petrol gauge. Water temperature light, oil pressure and generator charging tell-tale lamps.* Five position ignition/starter switch. Main light switch. Windshield wiper control. Cruise control knob. Ashtray. Glove box with locking lid. Plenum chamber ventilation control lever. Engine hood lock control knob.

WHEELS WITH X2 ENGINE: Oil pressure gauge, ammeter and water temperature gauge.

*Turn indicator tell-tale lamps. High beam indicator lamp.

EQUIPMENT

ALL MODELS: Electric two-speed dual windshield wipers. "Modified Zone" windshield. Provision for front seat belt installation. Two-spoke dish-type steering wheel with horn actuator. Rocking bar recessed in spokes. In Premier models, rocking bar is supplemented by a half horn ring with wood grain finish insert. Fully adjustable front seat. Seats fitted with "2" type springs. Station upholstery — Morokide on Premier models. No draught ventilators with locks — front only. Dual sun visors. Ashtrays front and rear. Hold-open door checks — all doors. Front door lock operating lever also operates ignition/starter switch, lock on glove box lid, luggage compartment lid lock on Sedans, tailgate lock on Station Sedans. Interior rear vision mirror. Inner front fenders. Door sill scuff plates. Counter-balanced engine hood. Wind-down tailgate window on Station Sedans.

STANDARD AND SPECIAL SEDANS: Front, rear and luggage compartments have rubber mat floor covering. Luggage compartment counter-balanced lid.

STANDARD AND SPECIAL STATION SEDAN: P.V.C. finish load compartment in Special, paint finish in Standard. Plated steel skid strips. Rubber floor mats in passenger compartment.

SPECIAL SEDANS AND SPECIAL STATION SEDANS: Single colours in "Magic-Mirror" finish, two-tone optional extra. Additional stainless steel mouldings. Front and rear synthetic leather seats. Four courtesy switches operated by front doors. Applied armrest associated with remote control handles is fitted to front doors. Coat hooks and assist straps. Cigarette lighter.

FIGURES

SPECIAL EQUIPMENT ON PREMIER SEDANS AND STATION SEDANS: "Magic-Mirror" finish in metallic colours. Windshield washers. Whitewall tyres (narrow band). Wheel emblems. Dual horns. Colour-keyed steering wheel with half horn horn control. Interior anti-glare rear vision mirror. Individual adjustable front bucket seats. Ashtrays in back of each front seat. Applied armrests front and rear doors for Premier Sedan, front only for Station Sedans. Fold down centre armrest in rear seat. Chrome-plated door sill scuff plates. Luggage compartment lamp (Sedan only). Glove box lamp. Handbrake warning lamp. Fresh air heater and demister. Morokide upholstery. Wool pile carpet floor covering front and rear. Console in front compartment between bucket seats which incorporates a glove box with padded lid. Matching trim and chrome side retaining strips in load compartment of Premier Station Sedan.

OPTIONAL EQUIPMENT: Powerglide transmission. Power-assisted disc brakes. Limited-slip differential. Whitewall tyres (standard on Premier models). Tinted anti-sun windshields. Power-operated rear window (Station Sedans). Two-tone paint finish with additional mouldings (Special models). 186 and X2 engines optional on all Standard and Special models. X2 engine optional on Premier models. Power steering. Vinyl covered roof (Premier Sedan).

Estimated Kerb Weights:

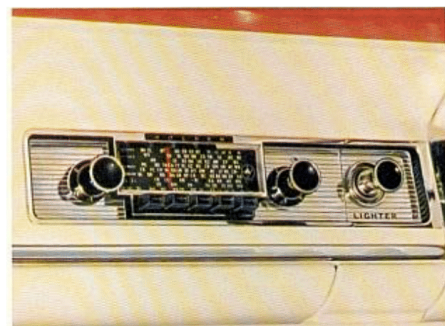
Standard Sedan 2,601 lbs.
Special Sedan 2,608 lbs.
Premier Sedan 2,682 lbs.
Standard Station Sedan 2,738 lbs.
Special Station Sedan 2,755 lbs.
Premier Station Sedan 2,822 lbs.

Add 39 lbs. for Powerglide Transmission.
Specifications and equipment subject to change without notice.

NASCO ACCESSORIES

Exclusively designed features to make Holden even more to your liking!

NASCO Accessories are GMH-approved and designed to give your new Turbo-smooth Holden that something extra in looks and comfort. Why not have them fitted right from the word go?



AIR CHIEF CAR RADIO is especially designed for Holden... for battery economy and long-range reception... for high fidelity sound... for sheer motoring pleasure. Try it in your Holden!



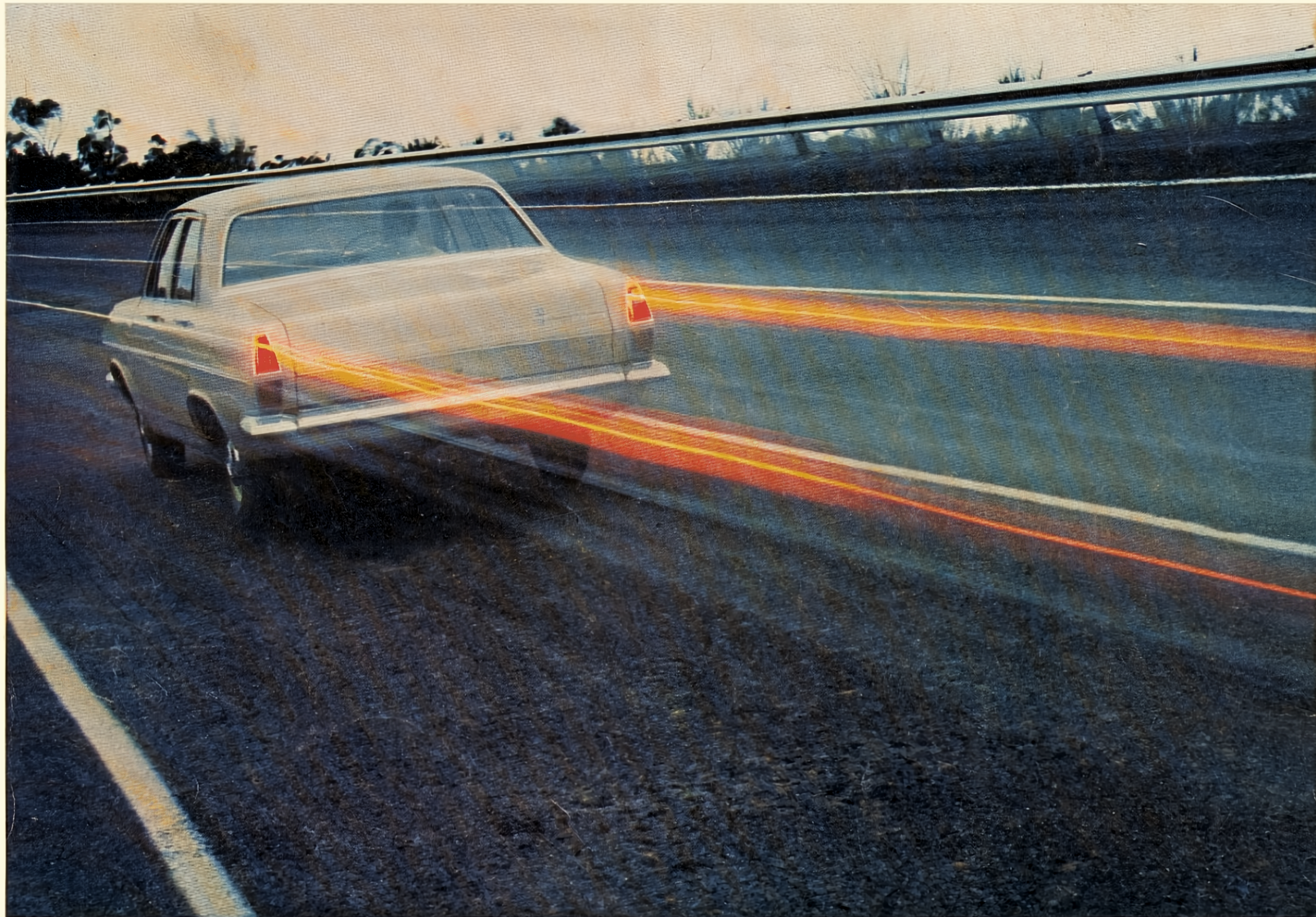
WARMARIDE DELUXE FRESHAIR HEATER, complete with booster fan, will make your Holden snugly warm in seconds — and demister windshields, too. A motorless model is available if you prefer it.



NASCO SEAT BELTS are one accessory you shouldn't miss out. They're made from strongly woven mesh for maximum protection and now come in upholstery-harmony colours — red, blue, tan, black, grey and green. And NASCO Seat Belt Retractors keep belts tidy when not in use.

PLUS ALL THESE OTHER CUSTOM TAILORED NASCO ACCESSORIES...

Rear seat speaker — Power Brakes — Paint protection plates — Mud flaps — Internal insect screen — Weathershield — Reversing lamps — Gear lever lock — Parcel shelf — Floor mats — Handbrake warning lamp — Sunshade — S/Sedan luggage compartment mat and cover — Retractable antenna — Wheel chocks — High note horn — Rubber cushion bumpers — Body sill mouldings — Rear wheel covers — Visor vanity mirror — Glove box courtesy lamp — Pull-to door handles — Anti-glare rear view mirror — Tow bar — Telescopic rear view mirror — Fender rear view mirror — Locking petrol cap — Hood ornament — Fender mouldings — Wheel trim rings — Coolairide cushions — Suitcase set — Venetian shades — Rear seat handrail — Anti-glare mirror mask — Dust deflector.



Holden is proved right for you the hard way — by more than one million miles of well-calculated torture each year at the GMH Proving Ground, Lang Lang, Victoria. Since 1957 Holden has run up nine million grinding miles over a nightmare circuit of corrugations, concrete pot-holes, mud,

water, hairpin bends, steep hills and punishing high speed surfaces.

It is proof like this that has enabled GMH to build better value into Holden. To make it a better car to own and drive. And a better car to trade-in when resale time comes around.

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